ADVERTISING . . . PUBLICITY . . . EXPLOITATION

COLUMBIA PRESSBOOK

A BLAZING GUSHER OF THRILLS!

COLUMBIA PICTURES presents

WAYNE MORRIS · PRESTON FOSTER

IN

THE BIG GUSHER

Wildcat excitement and . . . wildfire love sweep the oil fields!

with DOROTHY PATRICK · PAUL E. BURNS · EMMETT VOGAN · Screen Play by DANIEL ULLMAN · Produced by WALLACE MacDONALD · Directed by LEW LANDERS

500-Line Ad Mat No. 401— 4 Cols. x 125 Lines

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PB#1816

360-Line Ad Mat No. 302—3 Cols. x 120 Lines

Ad Mat No. 103—**71 Lines**

WILDCAT EXCITEMENT... WILDFIRE LOVE!
COLUMBIA PICTURES presents
Wayne MORRIS · Preston FOSTER
IN
THE BIG GUSHER
with Dorothy PATRICK
PAUL E. BURNS · EMMETT VOGAN · Screen Play by DANIEL ULLMAN · Produced by WALLACE MacDONALD · Directed by LEW LANDERS

60-Line Ad Mat No. 202—2 Cols. x 30 Lines

Note!

Be sure to see 500-Line Ad Mat No. 401 (4 Cols. x 125 Lines) on the front cover of this pressbook.

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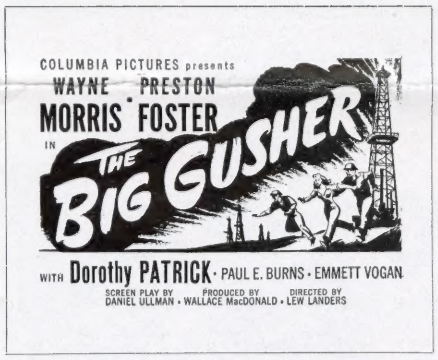
Ad Mat No. 102—31 Lines

A BLAZING GUSHER OF THRILLS!
COLUMBIA PICTURES
PRESENTS
Wayne MORRIS · Preston FOSTER
IN
THE BIG GUSHER
with Dorothy PATRICK · PAUL E. BURNS · EMMETT VOGAN
Screen Play by DANIEL ULLMAN · Produced by WALLACE MacDONALD · Directed by LEW LANDERS

180-Line Ad Mat No. 301—3 Cols. x 60 Lines


COLUMBIA PICTURES presents
WAYNE · PRESTON
MORRIS · FOSTER
IN
THE BIG GUSHER
with Dorothy PATRICK · PAUL E. BURNS · EMMETT VOGAN
SCREEN PLAY BY DANIEL ULLMAN · PRODUCED BY WALLACE MacDONALD · DIRECTED BY LEW LANDERS

Ad Mat No. 101—18 Lines

A BLAZING GUSHER OF THRILLS!
starring
WAYNE · PRESTON
MORRIS · FOSTER
with DOROTHY PATRICK
A COLUMBIA PICTURE
THE BIG GUSHER
PAUL E. BURNS · EMMETT VOGAN · SCREEN PLAY BY DANIEL ULLMAN · PRODUCED BY WALLACE MacDONALD · DIRECTED BY LEW LANDERS

32-Line Ad Mat No. 201—2 Cols. x 16 Lines

Official Billing

COLUMBIA PICTURES — 25%

presents

WAYNE MORRIS • **PRESTON FOSTER** — 75%

in

THE BIG GUSHER —100%

with

DOROTHY PATRICK — 50%

PAUL E. BURNS • EMMETT VOGAN — 25%

Screen Play by DANIEL ULLMAN — 15%

Produced by WALLACE MacDONALD • Directed by LEW LANDERS — 15%

CAST

Kenny Blake	Wayne Morris
Hank Mason	Preston Foster
Betsy Abbott	Dorothy Patrick
Cappy Groves	Paul E. Burns
Jim Tolman	Emmett Vogan
Bartender	Eddie Parker
Sheriff	Fred F. Sears

CREDITS

Screen Play by Daniel Ullman; Story by Harold R. Greene; Directed by Lew Landers; Assistant Director, Jack Corrick; Director of Photography, William Whitley; Art Director, Harold MacArthur; Film Editor, Aaron Stell; Set Decorator, Frank Tuttle; Musical Director, Mischa Bakaleinikoff; Sound Engineer, Lambert Day. Produced by Wallace MacDonald. A Columbia Picture.

STORY

(Not for Publication)

Oil workers Kenny Blake (Wayne Morris) and Hank Mason (Preston Foster) want to start their own drilling enterprise. On a drinking spree with Betsy Abbott (Dorothy Patrick), Hank buys a piece of worthless oil land from a sharper named Tolman (Emmett Vogan). Cappy Groves (Paul E. Burns), a famed diviner, locates oil on the property. Betsy arranges to rent drilling equipment from Tolman, with the stipulation that if they do not strike oil in sixty days, the lease reverts to Tolman. Oil is hit, just within the deadline.

(Running Time: 68 Minutes)

Put Merchants Behind 'Big Gusher'

There are several ways in which valuable merchant tie-ups might be made in connection with "The Big Gusher." By lining up merchant co-operation and arranging setups as indicated below, you should garner some excellent publicity for "The Big Gusher." Try these:

CLOTHING STORES: Still Nos. 7, 11, 15, 41 and 75 show the men who work in the oil fields wearing the clothes required by those persons having rough, tough jobs. Playdate cards together with some of these stills placed in the shops or windows of stores selling work clothes can prove a strong selling angle for both the store and your engagement of the picture.

GAS STATIONS: Set up window displays of Still Nos. 2, 12, 15, 17, 20, 26 and 50 which show the various activities in the oil fields. Mount them on playdate posters bearing the following copy: "There's Drama Behind the Gas You Buy! See 'The Big Gusher'." Oil trucks might also be fitted up with one-sheets and tie-in banners on their sides.

DEPARTMENT STORES: Emphasize economy in making purchases and at the same time plug "The Big Gusher," via merchant windows with credit cards and Still Nos. 16, 20 and 52 showing oil wells, etc., around the slogan, "You Don't Have to Strike a Big Gusher to Shop at Blank's."

'BIG GUSHER' SUNDAE: Arrange to tie in with a local soda fountain in advance of playdate of "The Big Gusher." Have them concoct a special "Big Gusher" sundae, from ingredients chosen by the cooperating store, and announce the sundae with a window and lobby display featuring stills and playdate credits. Also arrange for the first 25 or 50 patrons on opening day to receive a special "Big Gusher" certificate entitling the bearer to a free sundae.

COLOR-IN MAT

Use this color-in mat in a newspaper or as a throwaway herald contest. Local merchant might share costs by printing message on back of herald.

Order Mat 2-B (4" x 4") from National Screen Service.

LOCAL HISTORY

If there has ever been any oil drilling in your community, successful or otherwise, arrange for a newspaper to print a story on the subject. Be sure to get credits.

RADIO SPOTS

These radio spot announcements should be planted before and after adventure and action programs on your local radio station.

15 SECONDS: Watch the screen gush over with thrills! See oil field wildcatters fight and love in Columbia Pictures' new drama, "The Big Gusher." "The Big Gusher" starts at the State Theatre Friday starring Wayne Morris and Robert Preston. See "The Big Gusher" at the State Friday.

30 SECONDS: "The Big Gusher" . . . blazing gusher of screen thrills! See Columbia Pictures' "The Big Gusher" at the State Friday. Wayne Morris and Preston Foster star as a pair of oil-drilling wildcatters. Dorothy Patrick is featured as the wildcat blonde who spends their money faster than they make it. Watch the girl carry a romantic torch into the oil fields! Watch the wildcatters drill for oil and battle dangerous oil fires! Yessir, there is wildcat excitement and wildfire love in "The Big Gusher," at the State Theatre Friday.

STREET BALLY

Dress a man in an oil driller's outfit (work clothing and round work helmet), and have him walk through the main business streets of your community with a divining rod, a forked stick with the branches, held in each hand. Bally man wears a sign on his back stating, "I Am Searching for 'The Big Gusher' at the State Theatre Friday." Too, in advance of your playdate, have theatre ushers and doorman wear work helmets with appropriate copy.

ESSAY CONTEST

Stage a newspaper, radio and/or school essay contest on "The Importance of Oil to America," making sure that your picture, theatre and playdate credits figure prominently in all publicity. Limit entries to 100 words or less, and award guest tickets to "The Big Gusher" for the best 20 letters submitted. Teachers, newscasters and newspaper editors might serve as the judges. Letter judged best should be printed in cooperating newspaper, or read over the air.

Rough-Tough Team Wildcat Oil Drillers In 'The Big Gusher'

"The Big Gusher," Columbia Pictures' roaring new action drama of "black gold" workers in the oil country of the Southwest, is coming . . . . . to the . . . . . Theatre. Wayne Morris and Preston Foster are starred, with Dorothy Patrick, Paul E. Burns and Emmett Vogan in the principal supporting roles.

In filming "The Big Gusher," Columbia utilized the actual oil drilling country of the Southwest for the rugged action story of the duo who want to tap a gusher of their own. Their hard-earned savings are squandered on a wildcat blonde who helps Foster to paint the town. The next morning Foster wakes up to find most of his money has been spent on a deed to a worthless piece of property the curvaceous blonde fast-talked him into buying from a local sharper.

The men learn through a local "diviner" that there is oil on their land. With the girl's help, they arrange to borrow necessary drilling equipment with the stipulation that the property will revert to the lender if they do not strike oil within 60 days. After a series of tough breaks, and much hard work, the trio hit "black gold" just under the deadline.

Morris and Foster, who made so exciting a screen team in "The Tougher They Come" continue their punch-packed partnership in the new Columbia picture.

Dorothy Patrick plays the wildcat blonde in "The Big Gusher." Paul E. Burns is cast as the diviner, and Emmett Vogan portrays the villain. "The Big Gusher" was written by Daniel Ullman. Lew Landers directed for producer Wallace MacDonald.

Mat 1-B; Still No. 6

WILDCATTERS Wayne Morris, left, and Preston Foster, stars of Columbia Pictures' new drama, "The Big Gusher," now at the ..... Theatre, have something pointed to say to Emmett Vogan, right.

'Gusher' Stars Embroiled in Oil

Wayne Morris and Preston Foster, two of Hollywood's most popular action stars, claim that the vicious brawl between them in Columbia Pictures' "The Big Gusher," at the . . . . . Theatre, is the roughest in their screen careers. The fight starts high on a hill and ends with the two stars rolling down to the bottom where Foster knocks Morris into an oil sump hole.

"The Big Gusher" is a dynamic drama about oil workers of the Southwest. Featured in support of Morris and Foster are Dorothy Patrick, Paul E. Burns and Emmett Vogan.

In There Punching!

Wayne Morris, who stars with Preston Foster in Columbia Pictures' "The Big Gusher," new drama of the Southwest oil country now at the . . . . . Theatre, figured that he has had 88 fist fights in movies since he won instantaneous success as a young prize-fighter in "Kid Galahad." Three of the brawls take place in "The Big Gusher," in which he and Preston Foster, both infatuated with the same girl, are constantly walloping each other.

Hit 'Big Gusher'

Some of the background scenes for Columbia Pictures' "The Big Gusher," new drama starring Wayne Morris and Preston Foster at the . . . . . Theatre, are authentic shots of two real-life wildcat oil drillers trying to bring in a forsaken well. The stars learned, two days after completion of the film, that the wildcatters actually did hit "the big gusher" for which they had been hunting.

Mat 1-A; Still No. 44

WILDCAT BLONDE. Dorothy Patrick is featured in support of Preston Foster, above, and Wayne Morris in Columbia Pictures' "The Big Gusher," at the ..... Theatre.

Wayne Morris, Preston Foster In Explosive 'Big Gusher'

(Review)

A blazing gusher of thrills, of the kind that sweep the oil fields of the Southwest, forms the basis for a thunderous new adventure drama, Columbia Pictures' "The Big Gusher," which opened yesterday at the . . . . . Theatre. Wayne Morris and Preston Foster are starred in the outdoor drama, as wildcatters hunting black gold with the help of a wildcat blonde.

In "The Big Gusher," Morris and Foster are workers in the oil fields who finally save enough money to begin drilling on their own. Dorothy Patrick, a love-and-larceny gal, takes Foster out on the biggest binge of his life. The next morning he awakens to find that practically all of his money is gone; all he has to show for the shindig is a deed to a worthless piece of property the girl has persuaded him to buy from a real estate sharper.

Unable to get their money back, the boys decide to try their luck, to drill for the oil a "diviner" claims can be found on the land.

The explosive blonde, now much in love with Foster, arranges to rent the necessary equipment from the sharper, but they are forced to accept his stipulation that if they do not strike oil in sixty days, they lose their lease to the land.

As the black gold wildcatters who run wild with excitement and enthusiasm, Morris and Foster make a great action team, and Miss Patrick is outstanding as the woman who takes away their money faster than they make it. Paul E. Burns plays the diviner and Emmett Vogan makes a convincing villain.

Daniel Ullman penned "The Big Gusher" for the screen. Lew Landers directed this adventure drama for producer Wallace MacDonald.

Student Escapade Tip-Off to Fame

Action star Preston Foster, who shares stellar honors with Wayne Morris in Columbia Pictures' "The Big Gusher," new drama of the Southwest oil country now at the ..... Theatre, in his youth contributed a characteristically actionful comedy performance at a Pitman, New Jersey, high school dinner when he broke up the proceedings with an injudicious use of a fire-hose. Foster was expelled.

After this outburst of energy, Foster sublimated his drive into a whole series of different jobs, including selling newspapers, advertising and novelties, before he became a singer with a Philadelphia opera company. This led to later legitimate theatre stardom, and to Hollywood. Foster has been successfully employed there ever since.

Big Gusher 2-A; Still No. 15

WAYNE MORRIS and PRESTON FOSTER, right, stars of Columbia Pictures' new drama, "The Big Gusher," at the ..... Theatre, drill for black gold as Dorothy Patrick and Paul Burns watch. The film is set in the wildcat oilfields of the great Southwest.

Brain-Brawn Stars Seek Fall Guy Role

Wayne Morris and Preston Foster, stars of Columbia Pictures' new drama "The Big Gusher," currently at the . . . . . Theatre, are reviving the screen team who play practical jokes on one another, steal the other's girl and work to make life as unpleasant for each other as possible.

"The Big Gusher" is the second teaming of the two stars. Before the picture is over, they engage in three terrific brawls over the affections of lovely Dorothy Patrick, who finally chooses Foster. This is all right by Morris, who reversed the situation in "The Tougher They Come," in which he got the girl.

Throughout the years, film teams have almost invariably been successful with film audiences. One of the first big male teams, starting with "What Price Glory," was Edmund Lowe and Victor McLaglen. Then came Wallace Berry and Raymond Hatton in a series of pictures. Karl Dane and George K. Arthur were teamed following the smashing success of "The Big Parade."

James Cagney and Pat O'Brien co-starred in a long series of films. Another famous screen team consisted of Basil Rathbone and Nigel Bruce portraying Sherlock Holmes and Watson, respectively. Clark Gable and Spencer Tracy also made many memorable pictures together.

The blueprint has generally been the same—brain versus brawn. One fellow always thinks better on his feet, and the other keeps knocking him off them to keep things at an even keel. Usually where a girl is concerned, the brainy one is the one who walks off with her.

Morris and Foster are taking turns at being "the brainy one" and "the brawny one." They note that being the fall guy, strangely enough, has the audience's sympathy, so that being stupid, in this particular respect, is being smart.

Well Dressed!

Dorothy Patrick, featured in Columbia Pictures' "The Big Gusher," starring Wayne Morris and Preston Foster at the . . . . . Theatre, formerly was a Powers model, her curvaceous figure chiefly being used to show off daring, strapless evening gowns. In "The Big Gusher," however, the actress wears dungarees and an old tattered shirt.

'The Big Gusher'

"The Big Gusher," Columbia Pictures' new action drama of oil workers in the Southwest, opens.....at the..... Theatre. Wayne Morris and Preston Foster are starred, with Dorothy Patrick, Paul E. Burns and Emmett Vogan featured. "The Big Gusher" was written by Daniel Ullman. Lew Landers directed the drama for producer Wallace MacDonald.

← *Lift Flap for Exploitation and Advertising*

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Directed by LEW LANDERS

SIX SHEET

THREE SHEET

ADDITIONAL ACCESSORIES

- Eight 11 x 14's
- Insert Card
- 22 x 28 (Slide same design.)
- 2 special still sets: 1) set of flat stills and star heads; 2) publicity-exploitation set (stills used for scene mats and in exploitation campaign).
- Specialty displays prepared by National Screen Service including a 40"x60", a 30"x40", a 24"x82" and a 24"x60".
- Trailer.

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ONE SHEET

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